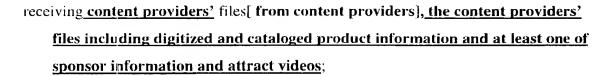## APPENDIX

VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS

1.   **(6x Amended)** A method of disseminating information **over a private network** concerning a product, both of which are to be perceived by a consumer, said method comprising:

>   providing[a] **one or more** databases that receive[s] **content providers'** files[from content providers], **said databases including digitized and cataloged product information and at least one of sponsor information and attract videos**;

>   **creating designated files for distribution to one or more end clients by combining into a single file said content providers' files, including said digitized and cataloged product information and said at least one of sponsor information and attract videos, and at least one attribute assigned for each content provider file;**

>   transmitting said designated files[**with advertising information and inventory information**] to **said** end clients remotely disposed with respect to said **one or more** databases, wherein each end client receives only its designated files[**and wherein at least one of said end clients is disposed a distance from said product to encourage the consumer to purchase said product**];

>   providing a perceivable stimulus, from said designated files to said consumer, said perceivable stimulus being associated with said product; and

>   wherein an interactive consumer stimulus initiated by the consumer includes said perceivable stimulus.

10.   **(6x Amended)** A method of disseminating information **over a private network** concerning multiple products, said method comprising:

receiving **content providers'** files[from content providers], **the content providers' files including digitized and cataloged product information and at least one of sponsor information and attract videos**;

assigning at least one attribute for each **content provider** file and creating designated files for distribution to end clients **by combining into a single file the content providers' files, including said digitized and cataloged product information and said at least one of sponsor information and attract videos, and said at least one attribute for each content provider file**;

creating a database containing said designated files;

selecting a plurality of end clients;

transmitting said designated files[**with advertising information and inventory information**] to **said selected** end clients with each **of said selected** end clients receiving only its designated files, wherein said **selected** end clients are remotely disposed with respect to said database, with subsets of said **selected** end clients corresponding to differing products, including transmitting information corresponding to a first of said multiple products to[**one**] **a first subset** of said end clients[**and wherein at least one of said end clients is disposed a distance from at least one of said multiple products to encourage the consumer to purchase said at least one of said multiple products**];

providing a perceivable stimulus, from said information corresponding to said first of said products, to a consumer positioned proximate to said one of said end clients, with said perceivable stimulus being associated with said first of said multiple products; and

wherein an interactive consumer stimulus initiated by said consumer includes said perceivable stimulus.